

WHAT IS CLAIMED IS:

1. A transflective liquid crystal display device, comprising:
 - a pair of substrates composed of an upper substrate and a lower substrate that face each other;
 - a liquid crystal layer interposed between the pair of substrates;
 - electrodes, which are provided on the pair of substrates, respectively, that drive the liquid crystal layer;
 - a reflection layer, which is partially provided on an inner surface of the lower substrate, that reflects light incident from the upper substrate;
 - color filters provided above the reflection layer, in which coloring layers of different colors are arranged corresponding to sub-pixel regions that constitute a display region; and
 - an illuminating device provided below the external surface of the lower substrate,

the transflective liquid crystal display device displaying images in a reflective region in which the reflection layer exists and in a transmissive region in which the reflection layer does not exist in every sub-pixel region,

colored regions in which the coloring layers of the color filters exist and non-colored regions in which the coloring layers do not exist being provided in the reflective regions, and

both the colored regions and the non-colored regions being provided so as to overlap peripheries of the electrodes along a longitudinal direction of sub-pixel regions in plan view.
2. A transflective liquid crystal display device, comprising:
 - a pair of substrates composed of an upper substrate and a lower substrate that face each other;
 - a liquid crystal layer interposed between the pair of substrates;
 - electrodes, which are provided on the pair of substrates, respectively, that drive the liquid crystal layer, a reflection layer, which is partially provided on the inner surface of the lower substrate, that reflect light incident from the upper substrate;
 - color filters provided above the reflection layer, in which coloring layers of different colors are arranged corresponding to sub-pixel regions that constitute a display region;
 - light shielding layers that partition adjacent sub-pixel regions; and

an illuminating device provided below the external surface of the lower substrate,

the transflective liquid crystal display device displaying images in a reflective region in which the reflection layer exists and in a transmissive region in which the reflection layer does not exist in every sub-pixel region,

colored regions in which the coloring layers of the color filters exist and non-colored regions in which the coloring layers do not exist being provided in the reflective regions, and

both the colored regions and the non-colored regions being provided so as to overlap the light shielding layers along a longitudinal direction of the sub-pixel regions in plan view.

3. The transflective liquid crystal display device according to Claim 1, the non-colored regions extending along a transverse direction of the sub-pixel regions in a strip shape.

4. The transflective liquid crystal display device according to Claim 1, a plurality of the transmissive regions being provided in the sub-pixel regions so as to be separated from each other.

5. The transflective liquid crystal display device according to Claim 4, a plurality of the transmissive regions being arranged in a zigzag shape over a plurality of the sub-pixel regions.

6. The transflective liquid crystal display device according to Claim 1, wherein, among the sub-pixel regions corresponding to different colors, the area of the non-colored region in the sub-pixel region corresponding to at least one color is different from the areas of the non-colored regions in the sub-pixel regions corresponding to the other colors.

7. The transflective liquid crystal display device according to Claim 6, the coloring layers of different colors including a red layer, a green layer, and a blue layer, and

the area of the non-colored region in the sub-pixel region corresponding to the green layer being larger than the areas of the non-colored regions in the sub-pixel regions corresponding to the red layer and the blue layer.

8. The transflective liquid crystal display device according to Claim 6, wherein, among the sub-pixel regions corresponding to different colors, the area of the transmissive region in the sub-pixel region corresponding to at least one color is different from the areas of the transmissive regions in the sub-pixel regions corresponding to the other colors.

9. The transflective liquid crystal display device according to Claim 8, the coloring layers of different colors including a red layer, a green layer, and a blue layer, and

the area of the transmissive region in the sub-pixel region corresponding to the green layer being smaller than the areas of the transmissive regions in the sub-pixel regions corresponding to the red layer and the blue layer.

10. The transflective liquid crystal display device according to Claim 1, the reflection layer being made of a metal film.

11. The transflective liquid crystal display device according to Claim 1, the reflection layer being constituted of a reflection polarization layer obtained by making minute slits in a metal film.

12. An electronic apparatus comprising the liquid crystal display device according to Claim 1.